



1600 EYE STREET, NW
WASHINGTON, D.C. 20006

JACK VALENTI
CHAIRMAN
AND
CHIEF EXECUTIVE OFFICER

TELEPHONE: 202/293-1966
TELECOPIER: 202/452-9823
INTERNET: jvalenti@mpaa.org

THE NEW DIGITAL MILLENNIUM

We are at the start of a new millennium, a digital millennium, full of new opportunities and serious, new challenges. Markets abound for digitally-delivered satellite television and home entertainment viewed on digital video discs or via personal computers. New digital satellite delivery systems may even refine the cinema experience.

Yet, peril accompanies these unprecedented opportunities. Copyright pirates have gone "high tech." Flagrant optical disc piracy is spreading from the Asia Pacific region around the globe. Internet pirates are posting motion picture content on computer networks where it can be stolen worldwide at the click of a computer key.

As you will see outlined in the following "Emerging Global Issues" section, optical disc piracy creates an urgent need for the U.S. Government to contain this new form of thievery, in particular, through encouraging adoption of new optical media regulations in countries around the world. The Internet, too, creates great risks of increased piracy, which the implementation of the 1996 WIPO treaties worldwide can be of great value in managing. Finally, the WTO offers a timely opportunity to review international market access conditions in the digital world and the changing mechanisms by which motion pictures are distributed. These changes are vastly increasing the demand for a wide range of films and audiovisual goods and services from MPA's member companies and companies around the globe.

One thing never changes. No matter how much technology changes, no matter how creative and appealing American films are to worldwide audiences, the motion picture industry in all its modern guises will continue to rely on its partners in government to keep worldwide thieves at bay and to help keep world markets open.

Jack Valenti
Motion Picture Association